



## Course Evaluation: *Producing NPS Publications*

Harpers Ferry Center, Interpretive Media Institute

October 22-26, 2001

National Conservation Training Center, Shepherdstown, West Virginia



### **Course description from the announcement:**

The Interpretive Media Institute and the Harpers Ferry Center offer this course. Its goal is to provide some of the basic knowledge and skills needed to produce publications for the National Park Service. It is designed for interpreters with little or no training or experience in producing publications, yet having a major responsibility to produce site bulletins, newspapers, rack cards, signs, and even waysides.

The course does not teach writing or editing, although these subjects will be touched upon as important elements in planning publications. It is not a computer course, although computers will be used as a tool, and useful techniques will be taught. This course will offer hands-on opportunity to learn the basic skills needed to get a publication from idea, to press, to distribution.

While background will be offered on why certain things are done a certain way, this is mainly a practical course based on years of experience from an interpreter like you—one who has learned the hard way and produces publications as a collateral duty.

**Objectives:**

At the end of this course you will be able to:

1. Produce a park newspaper.
2. Produce a site bulletin to NPS standards.
3. Make an effective map.
4. Produce waysides, signs, and posters.
5. Get good work from your commercial printer.

**Sessions:**

Day 1 - Introduction and Publications Basics (Haraden)

Day 2 - Image Preparation and PhotoShop (Haraden)

Day 3 - Maps and Illustrator (Haack)

Day 4 - Site Bulletins and PageMaker (Haraden)

Day 5 - Printer/Service Bureau and Other PUBs (Haraden)

The following pages include ratings from the multiple-choice questions on the standard NPS evaluation forms, and transcriptions of written comments. Ratings are given for the course, and for individual days. The form-reading software was not able to provide demographics data.

This was a Servicewide IMI course with participants from every region in the NPS. Twenty-six attended. Two of the participants were from Parks Canada.

The overall numerical rating from participants was 4.74, with 5.00 being the highest possible score, and 1.00 the lowest.







National Park Service  
Mather Training Center  
**Overall Course Feedback Report**

Course Name: Producing NPS Publications

Instructor: Tom Haraden, ZION and IMI

Overall Course Evaluation

Session Dates: 10/22-26/01

Total

#	Question	Resp	Omits	=5=	=4=	=3=	=2=	=1=	Mean	StDev
1.	Overall, course objectives were met.	23	0	14	7	2	0	0	4.520	0.650
2.	I came to this training event expecting to work toward specific competencies.	23	0	12	7	2	0	2	4.170	1.170
3.	I was highly satisfied with the overall training, considering my original expectations.	23	0	12	8	3	0	0	4.390	0.710
4.	The training directly related to the duties of my position.	23	0	19	4	0	0	0	4.830	0.380
5.	The sessions in this program were presented in a logical sequence.	23	0	18	2	3	0	0	4.650	0.700
6.	What I learned in this training will help me immediately in my job when I return.	23	0	17	6	0	0	0	4.740	0.440
7.	What I learned in this training will be put to use the next six months.	23	0	21	2	0	0	0	4.910	0.280
8.	The course coordinator was effective.	23	0	21	0	2	0	0	4.830	0.560
9.	The meeting room provided a good learning environment.	23	0	21	1	1	0	0	4.870	0.450
10.	The facilities were suitable.	23	0	22	1	0	0	0	4.960	0.200

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**Session Report - Day 1**

Session: Intro. and PUBs Basics

Instructor: Tom Haraden, ZION

Session #: Day 1

Session Date: 10/22/01

Course Name: Producing NPS Publications

#	Question	Total Resp	Omits	=5=	=4=	=3=	=2=	=1=	Mean	StDev
1.	How well did the session content meet the STATED objectives (see objectives)?	21	2	10	9	2	0	0	4.380	0.650
2.	Did the session content meet YOUR expectations? (If not, please comment below.)	21	2	10	8	2	1	0	4.290	0.820
3.	Was the content presented in an organized manner?	22	1	16	5	1	0	0	4.680	0.550
4.	How applicable was this session to your job?	22	1	17	3	1	1	0	4.640	0.770
5.	The instructional methods (lecture, practical exercises, demonstrations, etc.) used to present this program were appropriate.	22	1	14	6	2	0	0	4.550	0.660
6.	How would you rate the instructor(s) overall effectiveness?									
6a.	Instructor:	21	2	13	6	2	0	0	4.520	0.660
6b.	Instructor:	7	16	3	3	1	0	0	4.290	0.700
6c.	Instructor:	5	18	4	1	0	0	0	4.800	0.400
6d.	Instructor:	4	19	2	2	0	0	0	4.500	0.500
6e.	Instructor:	3	20	1	2	0	0	0	4.330	0.470

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**Session Report - Day 2**

Session: Images and PhotoShop                      Instructor: Tom Haraden, ZION  
Session #: Day 2    Session Date: 10/23/01  
Course Name: Producing NPS Publications

#	Question	Total Resp	Omits	=5=	=4=	=3=	=2=	=1=	Mean	StDev
1.	How well did the session content meet the STATED objectives (see objectives)?	18	1	11	4	3	0	0	4.440	0.760
2.	Did the session content meet YOUR expectations? (If not, please comment below.)	19	0	9	5	4	1	0	4.160	0.930
3.	Was the content presented in an organized manner?	19	0	13	2	4	0	0	4.470	0.820
4.	How applicable was this session to your job?	18	1	13	3	1	1	0	4.560	0.830
5.	The instructional methods (lecture, practical exercises, demonstrations, etc.) used to present this program were appropriate.	18	1	11	4	3	0	0	4.440	0.760
6.	How would you rate the instructor(s) overall effectiveness?									
6a.	Instructor:	18	1	12	4	2	0	0	4.560	0.680
6b.	Instructor:	4	15	4	0	0	0	0	5.000	0.000
6c.	Instructor:	3	16	2	1	0	0	0	4.670	0.470
6d.	Instructor:	1	18	1	0	0	0	0	5.000	0.000
6e.	Instructor:	1	18	1	0	0	0	0	5.000	0.000

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**Session Report - Day 3**

Session: Maps and Illustrator      Instructor: Nancy Haack and Cartographers  
Session #: Day 3      Session Date: 10/24/01  
Course Name: Producing NPS Publications

#	Question	Total Resp	Omits	=5=	=4=	=3=	=2=	=1=	Mean	StDev
1.	How well did the session content meet the STATED objectives (see objectives)?	19	1	10	5	2	2	0	4.210	1.000
2.	Did the session content meet YOUR expectations? (If not, please comment below.)	20	0	6	10	1	2	1	3.900	1.090
3.	Was the content presented in an organized manner?	20	0	7	6	5	0	2	3.800	1.210
4.	How applicable was this session to your job?	20	0	12	6	1	0	1	4.400	0.970
5.	The instructional methods (lecture, practical exercises, demonstrations, etc.) used to present this program were appropriate.	19	1	10	5	2	1	1	4.160	1.140
6.	How would you rate the instructor(s) overall effectiveness?									
6a.	Instructor:	18	2	8	6	1	2	1	4.000	1.200
6b.	Instructor:	5	15	3	0	2	0	0	4.200	0.980
6c.	Instructor:	3	17	2	1	0	0	0	4.670	0.470
6d.	Instructor:	2	18	1	1	0	0	0	4.500	0.500
6e.	Instructor:	2	18	1	1	0	0	0	4.500	0.500

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**Session Report - Day 4**

Session: Site Bulletins

Instructor: Tom Haraden, ZION

Session #: Day 4

Session Date: 10/25/01

Course Name: Producing NPS Publications

#	Question	Total Resp	Omits	=5=	=4=	=3=	=2=	=1=	Mean	StDev
1.	How well did the session content meet the STATED objectives (see objectives)?	18	1	14	1	3	0	0	4.610	0.760
2.	Did the session content meet YOUR expectations? (If not, please comment below.)	19	0	11	4	2	2	0	4.260	1.020
3.	Was the content presented in an organized manner?	19	0	15	1	3	0	0	4.630	0.740
4.	How applicable was this session to your job?	19	0	14	4	1	0	0	4.680	0.570
5.	The instructional methods (lecture, practical exercises, demonstrations, etc.) used to present this program were appropriate.	19	0	15	2	2	0	0	4.680	0.650
6.	How would you rate the instructor(s) overall effectiveness?									
6a.	Instructor:	16	3	14	1	1	0	0	4.810	0.530
6b.	Instructor:	4	15	4	0	0	0	0	5.000	0.000
6c.	Instructor:	2	17	2	0	0	0	0	5.000	0.000
6d.	Instructor:	1	18	1	0	0	0	0	5.000	0.000
6e.	Instructor:	1	18	1	0	0	0	0	5.000	0.000



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**Session Report - Day 5**

Session: Printer/Service Bureau/other PUBs      Instructor: Tom Haraden, ZION  
Session #: Day 5      Session Date: 10/26/01  
Course Name: Producing NPS Publications

#	Question	Total Resp	Omits	=5=	=4=	=3=	=2=	=1=	Mean	StDev
1.	How well did the session content meet the STATED objectives (see objectives)?	22	1	12	7	3	0	0	4.410	0.720
2.	Did the session content meet YOUR expectations? (If not, please comment below.)	22	1	8	9	3	2	0	4.050	0.930
3.	Was the content presented in an organized manner?	22	1	12	4	5	1	0	4.230	0.950
4.	How applicable was this session to your job?	21	2	10	6	5	0	0	4.240	0.810
5.	The instructional methods (lecture, practical exercises, demonstrations, etc.) used to present this program were appropriate.	19	4	10	4	5	0	0	4.260	0.850
6.	How would you rate the instructor(s) overall effectiveness?									
6a.	Instructor:	15	8	10	4	1	0	0	4.600	0.610
6b.	Instructor:	8	15	4	2	1	1	0	4.120	1.050
6c.	Instructor:	2	21	2	0	0	0	0	5.000	0.000
6d.	Instructor:	0	23	0	0	0	0	0	0.000	0.000
6e.	Instructor:	0	23	0	0	0	0	0	0.000	0.000

# Written Feedback

## Please list the strong points of the course:

Hands-on experience great. Took the time to explain questions. People walking around the classrooms and helping when problems arose was wonderful.

Instructors, especially Tom. Hands-on. Explanation of new NPS identity program.

Map session

Hands-on experience with computer programs and templates was great! Meeting people with similar and different experiences and learning about their solutions to similar challenges. Hearing from the sources; Phil Musselwhite, Dave Dahlen, David Guiney.

Very organized and well-prepared. Appreciate the disk with templates, mouse pad and examples on the wall. Impressed by the amount of support materials Tom brought. Enjoyed the "Imagination Center" stop more than the newspaper. Having HFC staff and Bill Hayden available! Good to meet these people.

The instructor was superb. He knew his audience and his stuff. Nice balance of talking and hands-on doing. I feel like I can go home and really make things happen. It was really valuable to have Bill Hayden from Glacier and all the HFC folks. They were a great help during the class, but also added depth to the course and will be excellent references in the future. All the handouts, the binder reference books, proportional guide were perfect. Lots more, but I'm out of room. I really like the NPS identity program. Appreciate all your time. A ton of work!

Instructors were experienced and knowledgeable. Facility and food. Binder full of useful information. Hands-on opportunity in creating actual publications. Addressed design element – great for non-designers.

Everything.

Excellent instructors and helpers.

Instructors/coordinators. Facility. Other participants.

Good and energetic instructors/support staff.

Teachers/instructors.

Practical applications of using programs to create publications.

Excellent instruction/program coordination. Tom is great! Great to have the Canadians – both the participants and the technical help. Great facility. Good facilities take away any distractions, allowing to concentrate on the info.

Tom's direction in working with the programs. Sharing publishing situations with our Parks is excellent – we're all in the same boat. We were all at different levels, but Tom coordinated it so that no one was behind nor excluded.

Great instructors and facility that made learning the basics of NPS publications a joy.

The fact that everyone was in the same starting place in knowledge, etc. We learned together and helped each other.

Combining philosophy with tools. Giving me the tools I need to actually produce a product.

Lots of hands-on activities.

Use of laptops and real software. Seeing examples of good design.

Tom Haraden! I was inspired, not many could do such a good job with such gusto! Handouts were worth the trip just to get this wide variety of materials. Hands-on exercises: doing the exercises myself was far, far better than watching someone do them on a monitor or screen. Other instructors: Never have I had the pleasure of having so many quality instructors in one course.

Not intimidating. Instructor open to all questions no matter how elementary. Excellent learning exchange! Mix of professionals and ratio to students was outstanding. Having the cartographers on hand during sessions for questions was fantastic.

### **What were the weak points of the course and how would you change them for the better?**

Dim the lights a bit. Thank you. This should be a two-week class so we can work on our own park projects and have professional input. Have Friday afternoon off (or go over a holiday weekend so we have a three-day break to explore area.)

Wish the press had been running. Wish the course could have been two weeks long. Wish we could have stayed at NCTC lodging. The Comfort Inn was o.k. but the drive was a pain. Wore me out. Make the templates work better.

No time allotted to work on a real in-park project. if an additional week had been included, we could have spent that time converting an existing brochure to meet the new standards, leaving with a disk ready to be sent to GPO. More time should be spent on GPO procedures for best results. Too many versions of software and hardware to work with.

Tell us exactly what we need to practice doing before we come.

Note chapters to learn for illustrator since there wasn't tutorial.

As usual with this type of course, specific points and details were explained, but often the use of the computer while also trying to listen caused me to not hear clearly the point and so I was

unable to record these points in my notes. Possibly providing hand-outs listing the most important points of each session would be helpful in the future.

Nancy's workshop on illustrations was rather frustrating but I don't think that she knew what levels we were at. It was done quickly and there was backtracking all over the place. Have the participants fill out a form at the beginning of the course to find out their proficiencies and also what they would like to get out of the course. Maybe ask Canadian participants to share their concerns or needs in publishing and have their corporate identities to work with.

So much information. This course could definitely be longer. What about a two-week course with travel on the first Monday and the last Friday, giving eight days in the classroom? Would provide time to work on park-specific projects and to spend more time on the publication process of each type of publication in addition to going through the software.

Design and NPS Graphics Identity Program – spend more time on these. also, glitches in templates and variations between different versions of software made exercises frustrating.

Computer problems – non-conformance software differences. Need a full-time computer tech with different program knowledge. Slow down classes to account for above.

Too much detail – need to winnow it down to bare essentials while showing how to advance into the programs. Less talk, more time using the programs.

Varying levels of experience/knowledge – but likely difficult at this point to offer various levels. Time – more time is always great! (but likely not possible). Given time allotted – things were planned well. Map making day was a bit rushed etc. see comments.

Students came with varying skill levels.

Software glitches with site bulletin grid. Also, the fact that there were varied program versions which seemed to slow instruction time.

I think I would be more specific about what skills one should have with each program. The new programs do not come with tutorials and the Adobe on-line site doesn't at this point either. I started doing the whole user guide for PageMaker (which took a loooooong time.)

Have a day where professional designers from HFC join the course and give their perspective on design/layout.

Too many people with little or no experience with the computer programs required. A smaller class size would help with this as would mandatory pre-course exercises. Not enough examples of how to use the different templates, i.e., what type info is appropriate for different formats.

Too much wasted time, could cut anecdotes, breaks and get class out on time.

Need a list of resources, i.e., books, manual, etc. Need a list of terms used. List of materials for outdoor/indoor signs with benefits/flaws of each. Better erasers on pencils!

Spend more time doing practical exercises and spend less time learning about how a printing company operates with wayside exhibits. This could perhaps be an advance course.

**How will you apply the information and/or demonstrate the skill as a result of this training?**

Teach new NPS publication standards to my park staff. Update all park publications. Produce newspaper. Use the wonderful reference materials given by the instructors and share with others.

The knowledge obtained will be applied daily in my work. I look at things with a different perspective now. Wonderful resources.

All of my work will now have the new logo and arrowheads. Until now this has only occasionally been used. Can produce better and more professional documents.

Try to convince park to develop a park-wide publication plan. Producing bi-yearly newspaper.

Prepare brochures and site bulletins on new format. Gives me an idea what can be done to modify graphics.

I'll be revising a "priority" site bulletin within the next two to three months. A publication plan will be designed FY02 and will be implemented within next 2-3 years.

When working with parks and in-house to create publications. Good to have met some of the HFC staff. Would like to meet more of them and better understand how they can assist me.

I'll apply this to planning and producing publications at my park and help the region get up to speed too. I've already warned my staff that I have a lot of great ideas. Watch out! I'll keep you posted.

Re-vamping all site bulletins, using illustrator to improve park map for printing on newsprint.

I will use the new NPS publication standards in my work.

To produce publications, signs, exhibits, etc. To share knowledge with colleagues. To try to bring greater professionalism to overall approach in park.

Designing site bulletins.

Attempt to teach others at my park about new standards. Use to produce new park publications.

Will be using as park updates and produces publications. I am starting on next summer's newspaper in three weeks.

By putting together materials for my park.

I learned some very specific information that will be immediately applied, as I am revising several site bulletins right now. Such as – we were going to make each site bulletin a different color – now I know not to.

Will implement it fully at my park and will train my co-workers on how to make posters, etc. with Adobe. The notes that I took I will put on a fact sheet for each of the programs. Maybe provide a presentation of this workshop to people who would benefit. Download and get more copies of these programs for my co-workers to use. Follow-up with Canadian parks publishers to download proper fonts and to provide feedback.

By developing site bulletins, rack cards, and newspapers for my park.

Use the knowledge in development of many interpretive products, not just those taught in class and use that knowledge to meet the NPS audience.

Creating new site bulletins.

Newsletter, brochures, site bulletins, posters.

All my park's site bulletins are in WordPerfect at this point, so my first job will be converting each to PageMaker in the new grids, with the new fonts.

### **Other comments:**

Being able to stay on-site and work into the evening would be useful to some. A great start at a good time. I'd really like to see the NPS provide uniform hardware and software and adequate FTE to every park to be able to deal with the workload of graphics design and web pages. It is such a struggle in the field to get the equipment and time we need to do what is expected.

I had a great time. This was very helpful.

This is a great nuts and bolts course. Great updates. Thank you!

I will never look at any publication and advertisement the same way again. My creativity has been renewed. I agree and appreciate the high priority placed on NPS unity and identity conformity. Having the Canada input was super!

Thank you.

Future classes should require more pre-course knowledge of the computer programs. More than a basic understanding of the programs is needed so students can focus on learning NPS publications and not the computer programs.

A laptop desk that was lower would have been quite a bit easier to work from. In this room the desks were too high, making it difficult to type. Thank you Tom! You did a great job and I hope



that Parks Canada and NPS will have a chance to meet up again. It was a real pleasure and honor to be part of this group.

I know many people have not gotten into this course twice now. Could probably be offered three to four times/year and still fill up. Especially with the new standards being implemented.

Great location and setting for this course. It made me feel appreciated as an employee of the NPS to be able to attend training at a location like NCTC.

Perhaps course could be designed in a modular format so that more time and emphasis could be put on different sessions. NPS graphics identity module. Site bulletin module. Newspaper module. Specialty publications such as reports, flyers, etc. Maps.

Depending on class – perhaps one of in-house printing jobs and one for working with outside printers. I needed more in-house info.

Better care should be taken to dovetail each day's lesson into the next day – this gives a logical progression and allows for repetition.

Thanks very much for inviting us Canadians. I hope you are able to keep offering this course to your staff. We need to do it in Canada too!

Length of course was appropriate for subject matter.

Aside: It would be great if NCTC put a map on their website directing folks to and from airports. They have a great printed one at the NCTC desk on campus but I could have used one getting here and looked for one on their website.

Have an extended or more comprehensive course that covers design, exhibits, and brochures in greater detail. Maybe break each of these topics into its own course.

This was a great course. Thanks for the opportunity. It would be great if this course would be reviewed by some on-the-ground NPS contracted printing people to add their input. The advice was very skewed to the instructor's specific experience which doesn't apply at all to many of us.

If any park ever develops a written publication plan for the whole park, include it. Require within three months a "finished" product to be used in the park. Class needs to be longer, maybe 7-8 working days.

Thoroughly enjoyed the course. Very worthwhile and practical. Many creative ideas given and new material presented to increase my knowledge.

# SESSION EVALUATIONS

## Session 1

Too much time wasted on background, introduction. These are nice but could be presented on paper or in shorter time frame. Keeping class late for slide show that taught little was ridiculous. This could have been presented during breaks or not at all. Time would be better spent talking about printing contracts and regulations as they apply to GPO. One would assume that you can use any printer you chose if only using info presented here.

Phil's session was very enlightening – maybe there should be a short presentation at every training and meeting. I was very familiar with older editions – glad to have someone update some of the newer things.

Would like to have had more time spent on graphics identity program and basic design. Explanations for why certain looks and elements were chosen would be helpful.

It was a great course.

It was the little things that helped most – explanations of CMYK, etc. I already had a self-taught grounding in PhotoShop and PageMaker, but only knew basics so appreciated going into some of the features I hadn't used.

It was great to meet and hear from David Guiney, Phil Musselwhite, Dave Dahlen, etc. Very valuable to hear about the corporate identity project straight from the people that did the thinking and theorizing.

Tom goes at a good pace when going through PageMaker. He's patient and accommodating. I like examples that relate to topics being presented. Maybe involve audience by asking them what design elements they see in the examples.

In day one and two instructor had an open participatory style, while high energy and full of good stuff!

It was great to touch on so many things in such a short amount of time. It was great to have so many assistants helping all the time.

Great introduction to the course and the graphic identity program. Content of the afternoon session covering publication and PageMaker basics was very informative. Tom is a great instructor.

PageMaker document set-up was too beginner for me. Design and typography sections were effective in teaching style, content and overall layout techniques. I especially enjoyed the printing process section because I always wondered how it was done and now I know.

Samples, audio clips, visuals all really helpful and good variety. Very clear presentation/direction. Positive, supportive atmosphere. I expected a higher level for PM6-5 instruction but still found instruction helpful – appreciated the structured approach. Printing info was great.

After intro lay out daily activities, schedules and goals through week. Fit it together as a whole, then repeat them during closeout.

The PageMaker afternoon section was very helpful, after 6 years of using said program I learned a great many new things. The section on printers, while very informative was very slanted towards web printers. Perhaps a little more balance is needed especially for small parks that won't normally deal with such large print jobs.

Exceeded my expectations because it was very pertinent to my work. It was great to be able to share the same concerns with internal publications even though we are working for a different organization. It's amazing to know that the NPS is not that different from Parks Canada in the area of internal publications.

Very helpful.

Excellent presentations. Very patient – understood the importance of getting everyone on the same task at the same time.

## **Session 2**

Too slow, too basic. These things should have been outlined in a pre-class assignment. I feel like I have wasted a day and a half.

Some instructions for different techniques did not always work.

Knew many of the basics with PhotoShop, but glad to learn about clipping and placing things in PageMaker. Otherwise most of PhotoShop stuff was too basic.

The subjects covered in this session are vital steps to producing quality productions but the session did not do a thorough enough job of ensuring our understanding of these steps.

Super. I left thinking I could really do this without much trouble.

PhotoShop session was a good review/refreshers for my novice skill level.

Another great day. Well presented. Wish I had been more familiar with PhotoShop before the class. A full knowledge of these computer programs is a must pre-requisite for future students.

PhotoShop – good pacing, a big slow in p.m. but overall clear and useful instruction. like the quotes and humor! Good supportive atmosphere.

Simplify, simplify, simplify. In a one-day session show only 3-4 techniques. Any more just confuses people.

Info on working with printers really good. Especially on how to get a specific printer through GPO. Doing PhotoShop exercises was great way to learn it.

Incredible! PhotoShop here I come! Great to know how to manage large pictures/graphics. Haraden said on Monday that Tuesday would be the hardest day of class... I guess he was joking! It was the best! Thanks to David Guiney for the HFC tour.

Suggest hand-out at the end of class for step-by-step instructions to do the mask in PhotoShop.

A lot of discussion on business cards, colors, keeping publications uniform across the country – not applicable to Parks Canada because business cards are the same across the country and we're not in discussion about keeping publications uniform. We did in the '80s and then it changed. PhotoShop was very good.

Excellent presentations, but would have liked to have repeated steps a few more times to remember the procedures. Bill Hayden was great coming around and helping. Wish we had a repeated day of PhotoShop and PageMaker.

### **Session 3**

Pace was a little too fast. I had trouble keeping up.

Good basic introduction.

Confusing. Could have used a better basis before jumping in. But definitely a learning experience since I knew nothing about it before.

We needed a better introduction to the day and many participants did not have enough prior experience with illustrator to make the day run as smoothly as it could have.

I enjoyed the session but felt the instructor went a little fast. There were a lot of questions being asked and I thought it was a bit disorganized at times. I would also have liked more time to ask map questions that were separate from illustrator map questions (design vs. program functions). It was very good having additional HFC staff available.

Went too fast for many people and thus was extremely frustrating as we wanted to learn as much as possible. A lot of good information was presented.

This was the most challenging day more because I was unfamiliar with the program than because of instruction. I wouldn't have changed the session at all. The right amount of stuff was covered. I would just be more clear on what specific things one needs to know prior to the class.

This was the most beneficial session for me having no training of Illustrator. Nancy resented an excellent condensed beginners session. I now feel capable in simplifying our park map for park publications.

I had more trouble keeping up with the course content today. Trying to balance listening while working on the computer was difficult today for some reason. Nancy gave a great presentation. The HFC staff concerns about Illustrator were a bit disheartening. Long day!

Illustrator instructor was friendly and enthusiastic. Instruction difficult to follow at times a bit more step-by-step would help. Perhaps ask participants to be familiar with specific aspects of the program beforehand (e.g. drawing with pen). Or have a key sheet with points/highlights of instruction that can serve as a refresher with instruction.

Instructor obviously very skilled and knowledgeable but did not present material in an orderly manner. Too much! Too complicated! Start out easy, then progress into it. There were a lot of lost students after this session. Also, we were never shown how to use a map we might make.

Instructor moved a little too quickly. Too many steps without a pause. Otherwise, great.

Great session! It was vital to have had the HFC cartographers as teachers. Without them this session would not have been the same. Their hands-on help gave me the one-on-one help that has made me feel much more comfortable with Illustrator.

This should be a two-day exercise. So we can work on our own park map. Excellent information. Extremely helpful to have roving professionals to help us through exercise, computer work and answer questions. Also, having the Canada designer input was helpful.

Hacking through the confusion, I think the content was there but a lot of it was not applicable to my site. I thought that we would be spending time on making maps and not taking layers away. We do not have our maps accessible on Illustrator at our site. Very disorganized and difficult to follow in some areas and other areas very basic, too basic – waste of time.

The repetition was great. I really grasped the concept of how to add and take away layers on a map. I have not had the need to make a map, but having the knowledge is a bonus.

## **Session 4**

Would have rather had a more guided review of PhotoShop and Illustrator as we put our “brochure” together. There were too many times when I got stumped trying to remember how to do something. Repetition, repetition, repetition!

Should make sure templates work before using in class.

Morning dragged and ARGGH on all the afternoon computer problems, but all's well that ends well because shockingly the site bulletins exercise turned out well.

Other than the template problems, an applicable exercise and was good. If this were a two-week course, I could see suggested that participants bring a project to work on.

It was great to apply what we had learned. Super exercise and really important for retention.

Site bulletin session with Adobe PageMaker was helpful in learning new techniques in using graphics and/or placement.

I had trouble today pulling everything together to create a complete site bulletin. Just need more practice! The computer programs were also causing problems. Really liked the site

bulletin exercise (liked seeing other's work). For the next session, could use examples from this one to point out do's and don'ts – or just generally review a series of random park pubs. Pre-print info really helpful.

Class hindered by problems with template on CD-Rom.

Would like to spend more time re-designing an existing park site bulletin and preparing it to be sent to GPO, not for a local printer. A site bulletin template created in PageMaker may be less troublesome.

Technical problems with template were frustrating. Great to see all the different versions people came up with. Thought we might get time to work on our park projects.

I wish the site bulletin template had worked better... but not a problem big enough to hurt the overall session. I very much valued this exercise. Black and white all the way, all the time! The publications CD was a gift! The CD is incredible, a resource to value. Instructors were very patient and helpful.

Excellent day. Learned a lot. Great input and helpful hints to use PageMaker. Great exercise.

Very practical and there was enough time to do some publishing. The discussion in the morning was very beneficial on site bulletins and details.

Excellent exercise of doing a site bulletin. I would have liked to have more exercises like this one, including PhotoShop. Excellent that we all walked around the classroom to see what others designed. Also great that various examples were hung on the walls.

## **Session 5**

Got more out of trip to service bureau than I did from newspaper.

Not as much hands-on work today. We should have practiced with the exhibit making.

Nancy – too much, too fast/ perhaps a longer class would help.

This was the weakest day. It was interesting to visit both places, but not too satisfying. Would like to have seen a mock run thru at print, rather than just talked to. Samples of material shown to us at Service Bureau would be nice.

Field trips definitely useful to hear things from the other side.

I thought the time dedicated to the field trip could definitely been better spent on design or working with templates.

The field trip was good though I would have preferred to spend the time in class or with HFC staff. HFC is a really good contact and would really like to know how to better utilize them.



Field trips were really valuable to see the process for getting things done and the materials one can choose for things. Rest of the day was important, too.

Field trip to printers were beneficial in helping me to learn and understand the printing process for both newspapers and various media.

The trip to the newspaper was very interesting and informative. The afternoon discussion about wayside exhibits was also a good refresher on the subject.

A.m.-Good to visit print shop/ exhibit. Maybe break into 2 smaller groups and one goes to print shop while other goes to exhibits. (If not too disruptive for businesses or takes too much time.)

P.M-Good run through on exhibit media etc. If time, could show slides of a variety, but samples shown were helpful too.

Field trip took time that could have been better used actually working with computer programs and getting questions answered. Also, last day should be for driving home lessons learned. Stop giving out new info and stuff, it just muddies the water!!!

Great to see the press and service place. Also like seeing samples of all the possibilities.

I wish we could have seen the newspaper press in action. Great ideas for mounting and exhibit design.

Helpful information, but difficult to hear and understand what was said during tours. Handout outlining business presentation would be helpful.

The field trip was interesting and gave me different ideas for poster mediums.

Trip was informative.

The field trip was wonderful and informative, but I have not had the need to produce a newspaper or wayside exhibit. Maybe make this an advanced course. I would have liked to do an exercise using PhotoShop, Illustrator and PageMaker together as a combined project. Handout material is great.

Feedback results keyboarded courtesy Stephen T. Mather Training Center  
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